

1210 - New York Metro ROU

From: Kuruc, G. Nick
To: *AllIn1: Do Not Send PC Files; 1210 - New York Metro ROU; 1310 - Philadelphia ROU; 1510 - Hartford ROU; 1610 - Buffalo ROU; 1710 - Pittsburgh ROU; 2910 - Washington, DC ROU
Subject: Jamesway Corporation (0937-00-00) Co-Marketing Program
Date: Mon, Feb 13, 1995 2:03PM

All Divisions With Jamesway Corporation Stores

Listed below are details regarding the 1st Quarter Co-Marketing Program to be conducted in Jamesway Stores during March:

- > Dates: February 26-April 2, 1995
- > Program: Price reduction on all packs of WINSTON Brand Styles of \$.40.
- > Display: Place/maintain assortment of WINSTON Styles in promo tray of UPM.
- > Advertising: Field Sales to place accompanying special POS in all stores.
- > Method of Price Reduction: Jamesway Scanning System during above dates.
- > Payment: To Jamesway Headquarters after completion of Program.

DM	T&D	REP
1224		
1225		
1228	✓	01,08,10,15,16
1229		
1230	✓	13
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

51853 3436